

Our Story

Arrels Barcelona is the dream come true of Javier Llaudet. He had the firm determination of unearthing the textile roots of his grandparents while paying tribute to the Mediterranean lifestyle and showing the world his love for art.

Arrels Barcelona is for **cultural hedonists** who look at the world through the lens of beauty and creativity. Who believe art, craft, and music should be outdoors, enjoying the sun, and who travel the world to feed and feast their souls.

At Arrels Barcelona, we also want to ensure we are proactively contributing to cleaning up the mess we have all made. As such, we collaborate with Surfrider Foundation Europe, an international NGO that works to protect our oceans, preserve our coasts, ensure our beaches are clean and accessible, and keep plastic from polluting our waterways. For every recycled swim short that we sell, we donate part of the proceeds to Surfrider Foundation.



Top Partners

Arrels Barcelona is actually in more than **85 top stores worldwide**:





Le Club 55



SELFRIDGES

BEYMEN



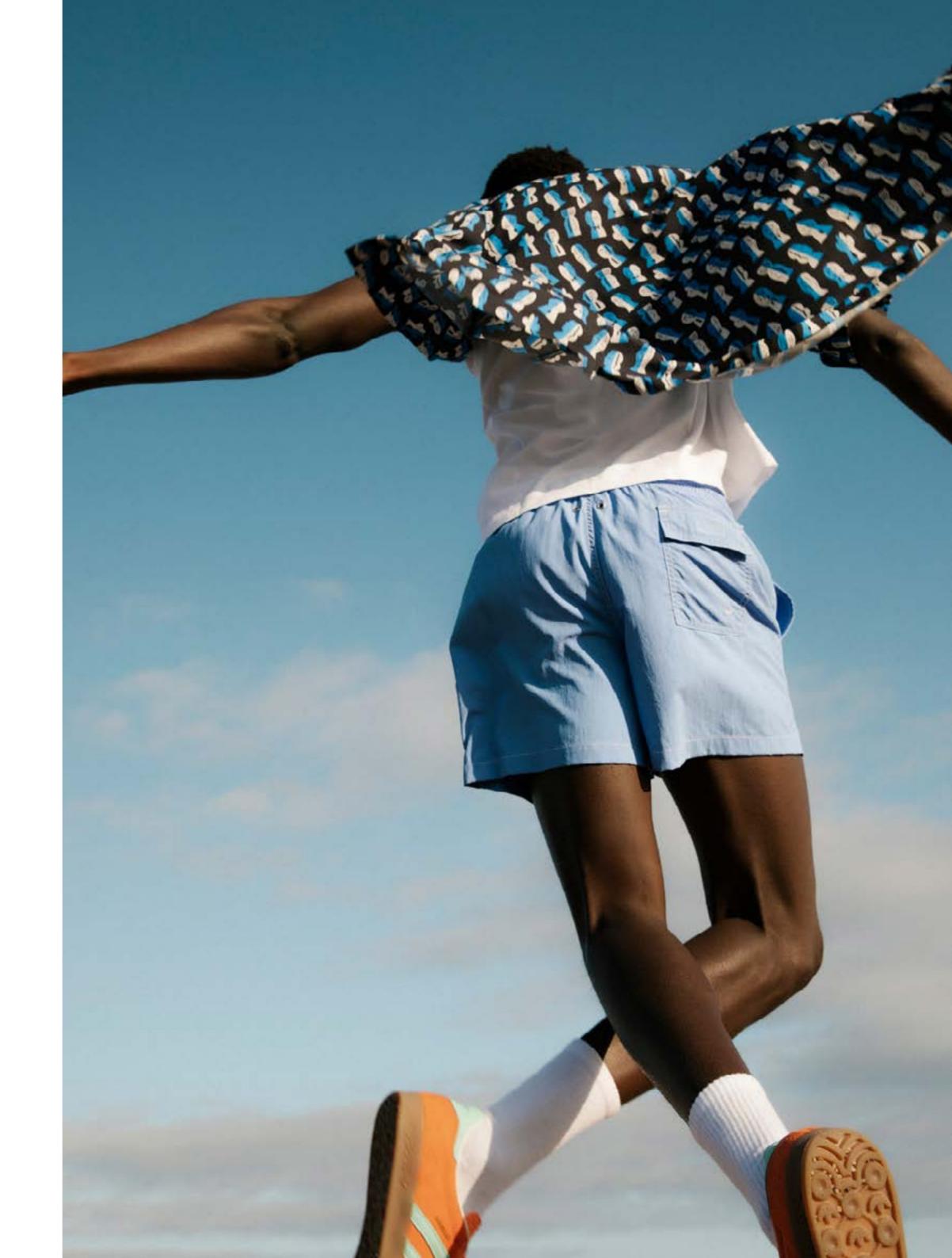
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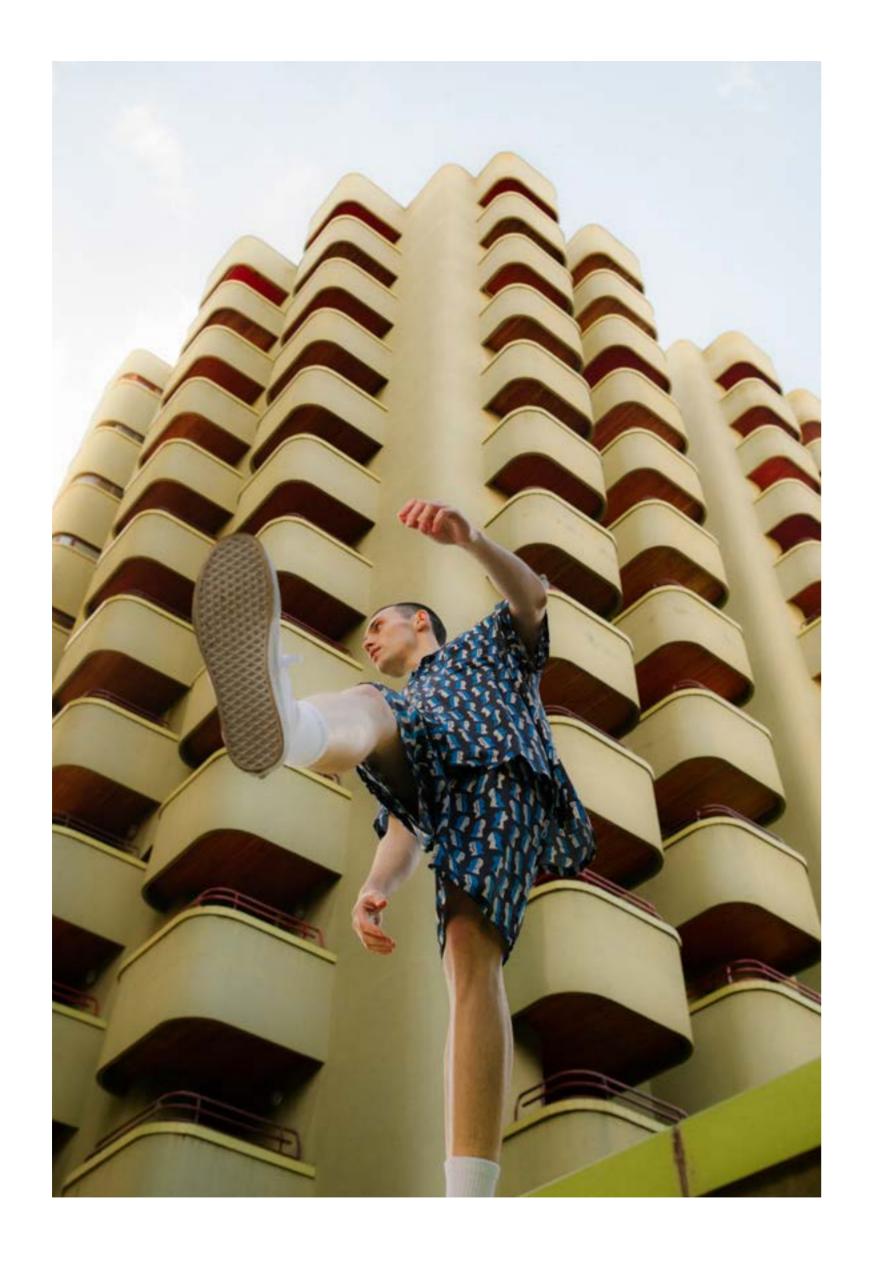
RINASCENTE











Categories



Ol. Swimwears 16

02. Shirts 46

03. Shorts 70

04. Pants 74

05. T-shirts **84**

06. Hoodies/Sweatshirts 102

07. Towels 116

08. Caps 118

SS25 Artists

World-Class Line-Up

Malika Favre · Olimpia
Zagnoli · Alice Hoffmann
Édith Carron · David Vanadia
Julie Safirstein · Álvaro
Picardo · Mary Matson
Uberta Zambeletti · Marion
Deuchars · Matías Larraín
Caribbean Club



Malika Favre

FRANCE

Although French, Malika Favre is and has been based in Barcelona for some years now. Considered one of the foremost graphic artists in the world today, Malika's creative output is eclectic, yet there is nothing capricious about it. Often overseen is the striking humour she brings to her creations. Termed Pop Art meets Op Art, her work is clean, elegant, purposeful, and forward, especially in the application of positive/negative space and colour. Malika boasts an impressive professional client portfolio: The New Yorker, Vanity Fair, Vogue, BAFTA, Sephora, and Penguin Books are but some of her most important commissions.

Malika created the "Altinha" print while on vacation in Rio de Janeiro. As she was looking out the window of her hotel room, she saw people on the beach passing the ball



without letting it fall to the ground. She later learned it was a game called "Altinha". Anyone can join and it is great fun. This pattern promotes community values and a healthy lifestyle.

Alice Hoffmann

SWITZERLAND

After 15 years working as an art and creative director in international agencies around Europe, Alice decided to focus on a solo career as an illustrator. Since then, she has not had a moment to come up for air, using her creative eye to develop hugely successful corporate campaigns and projects. It is no surprise that her portfolio includes clients such as UBS, Adobe, Dyptique, and Campari.

Alice has taken her unique, straightforward, and graphic style and created "Joie de Vivre", a design featuring images that, aptly, bring us joy. Surfboards, so we may dream of catching the wave of our lives; a tote bag to carry our favourite designer swimwear to the beach (ahem!); and lemons to make the most refreshening of lemonades...a reminder to always look at the positive side of life.





Olimpia Zagnoli

TALY

Olimpia Zagnoli is optimism turned into illustration. She is an artist who floods with colour all she comes into contact with. The talent and precociousness of this young Italian were recognized by the Art Directors Club of New York and the prestigious Print Magazine when her career had only just begun. Since then, Olimpia has published her work in Time, The New Yorker, Rolling Stone, Vanity Fair, and Monocle. She has designed capsule collections and accessories for brands such as Dior, Prada, and Fendi.

Olimpia's "Bubblegum" design, which is also the Arrels Barcelona logo, is her life motto: life will pass you by as quickly as a piece of gum loses its flavour, so enjoy every second of it.



Uberta Zambeletti

ITALY

Uberta is exuberant, funny, intelligent, and street smart. In her own words, she is an undying seeker of cultural experiences and is passionate about dressing up, dancing, singing, laughing, and eating, surrounded by the people she loves. Her homebase is Milan's Wait and See, the city's most iconic concept store, where you will find treasures from around the world as well as her own designs. It is also from where she offers consulting services to fashion giants such as Missoni and Etro.

Looking to her vast repertoire, Uberta's "Leone" design was inspired by a men's jacquard sweater from the 1960's. It is a graphic and chic pattern that reminds us of warm sunsets and lazy summer days enjoying "il dolce far niente".

David Vanadia

FRANCE

David Vanadia is a French visual artist who studied applied arts and then worked as a graphic designer and artistic director for more than 15 years before turning his passion for illustration into a full-time career. Drawing inspiration from the field of philosophy, which he has studied at length, he uses visual arts as a language to showcase ideas, concepts, and emotions.

He currently collaborates with international advertising agencies and publishing houses and creates editorial pieces for media outlets and fashion brands. Some of his clients include The New York Times, Le 1, and Maison Godillot.

His Arrels Barcelona "Eyes" design is a bold representation of the all-seeing eye: the one that allows us to connect with our dreams; the one that encourages us to embark on new



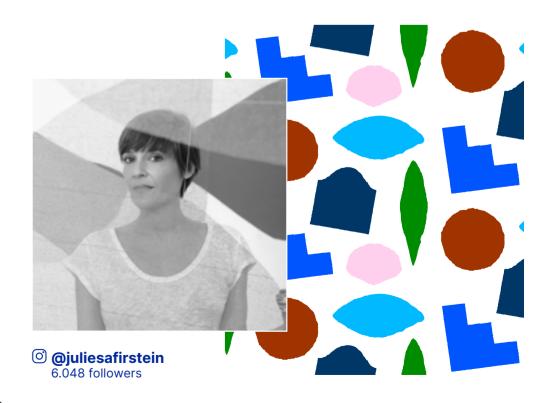
adventures; the one that ensures we care for ourselves and for others in equal measure. It's a tall order and we are more than up for the challenge.

Julie Safirstein

FRANCE

Julie Safirstein is a Paris-based visual artist who is able to combine shapes and colours and turn them into a universe so attractive and alluring, we want to dive in and never leave. She is the author of five children's books... but not your typical two-dimensional publications. We are talking about beautifully designed pop-up books that are sure to become family treasures. She has also worked for fashion brands such as Olivia Clergue and Hermès to help them create seasonal window displays.

"Hellas", which means "the land of light", is the name given to Greece in ancient times. Julie has taken her fondest memories of summers spent exploring the Greek Islands with her family, and transferred them to a geometric design that represent happiness, decompression, and love. Wearing it in any form will inspire you to pursue seemingly unreachable dreams.



Édith Carron

FRANCE

Édith Carron is a French illustrator based in Berlin. Her portfolio includes a beguiling combination of fun yet mischievous, spontaneous yet socially-conscious themes delivered in coloured pencil, print, and animation. Édith collaborates with numerous international editorial magazines such as The New Yorker, the New York Times, and Vogue. Her client portfolio is equally impressive and far reaching. From Hermès, L'Occitane and Gucci, to Shiseido, Google, and Berlin's National History Museum.

Édith's design depicts all the elements we dream of during the long winter months, when days are short and dark, and we forget what it's like to feel the sun's rays warming our skin: sea shells, palm trees, sailboats, beach chairs, and the novel you've been dying to read and had no time for. "Bel Été" brought a smile to our faces and we're sure it will bring a smile to yours.



Marion Deuchars

ENGLAND

Marion Deuchars is a Scottish award-winning author and illustrator who now lives in North London. In addition to the numerous children's books she has penned and illustrated, Mary designed her own lettering. She has worked in major corporate, publishing, interior design, and advertising projects as well as in brand development. Among Mary's commercial clients are Royal Mail Stamps, Vanity Fair, and the Imperial War Museum.

Marion designed "Mexican Birds" after spending a glorious vacation traveling from Tenochitlan to Oaxaca, where she encountered images of birds everywhere she went. She later discovered that in Aztec culture, birds were considered sacred animals and envoys of good fortune. They were admired for their wisdom and respected for their mistic powers.





Matías Larraín

ARGENTINA

Matías Larraín is an Argentinian artist who grew up in Mendoza, a small town located at the foot of the Andes. He studied graphic design but his life took a turn when love came knocking on his door. He then changed the Andes for the French Alps, married Marie, and turned his passion for art into a successful career as an illustrator. Inspired by the beauty of nature and his travels around the world, he uses simple shapes and bright colours to produce his recognizable pieces.

The print Matias designed for Arrels Barcelona is called "La Plage". It is a gorgeous representation of a beach in bold colours that we are immediately drawn to for its raw authenticity.



Álvaro Picardo

SPAIN

Alvaro Picardo is a Spanish artisan who uses Farrow and Ball and Little Greene paint to magically transform the humble lampshade into works of art. When he's not in his studio, he spends his time visiting museums, galleries, and action houses feeding his love for modern architecture and abstract art. Some of his clients include Swedish brand Svenskt Tenn and London-based interior design studios Lonika Chande, Sibyl Colefax & John Fowler, and Studio Atkinson. He has also created a line of wallpapers and fabrics for Gancedo.

Transferring his arresting broad stripes and bold geographic shapes onto an Arrels Barcelona design became a "must" from the first time we were lucky to see him at work. This fusion of art and craft, is a beautiful representation of one of Arrels Barcelona's core values and we couldn't be prouder of the result.

Mary Matson

Mary Matson is an artist, illustrator, and pastry chef who lives and works in Los Angeles, California. Her work beautifully reflects what she is most passionate about: travel, design, and the culinary arts. It is no surprise that she has worked with clients such as Kate Spade, J Crew, Condé Nast Traveler, and Martha Stewart.

Mary's whimsical "Lucky Charms" transport us to a land inhabited by poetry and elegant colour. A world where dreams come true, which we are officially declaring as our very own happy place. Aren't we lucky to be able to wear her charms year-round.



Caribbean Club

SPAIN

Caribbean Club is a cocktail bar owned by Nuria and Juanjo. Located within a stone's throw of Arrels Barcelona's headquarters, in the heart of the city, it is a gem largely unknown by both tourists and local residents. It is where the Arrels Barcelona team gathers to celebrate birthdays, holidays, and accomplishments. Needless to say, Nuria and Juanjo have become treasured friends.

In addition to making delicious cocktails, Nuria is an illustrator. She personally designed the menu and many of her pieces are exhibited throughout the bar and sitting area. "Caribbean Club" is a joy-filled illustration that evokes the happiest of times celebrating life's successes.











CATIST

Green Leone x Uberta Zambeletti ICONIC SWIM SHORTS



Made out of recycled PET (upcycled plastic bottles)



We collaborate with Surfrider Foundation





White Le Bel Été x Édith Carron

CLASSIC SWIM SHORTS



Made out of recycled PET (upcycled plastic bottles)



We collaborate with Surfrider Foundation











Made out of recycled PET (upcycled plastic bottles)



We collaborate with Surfrider Foundation

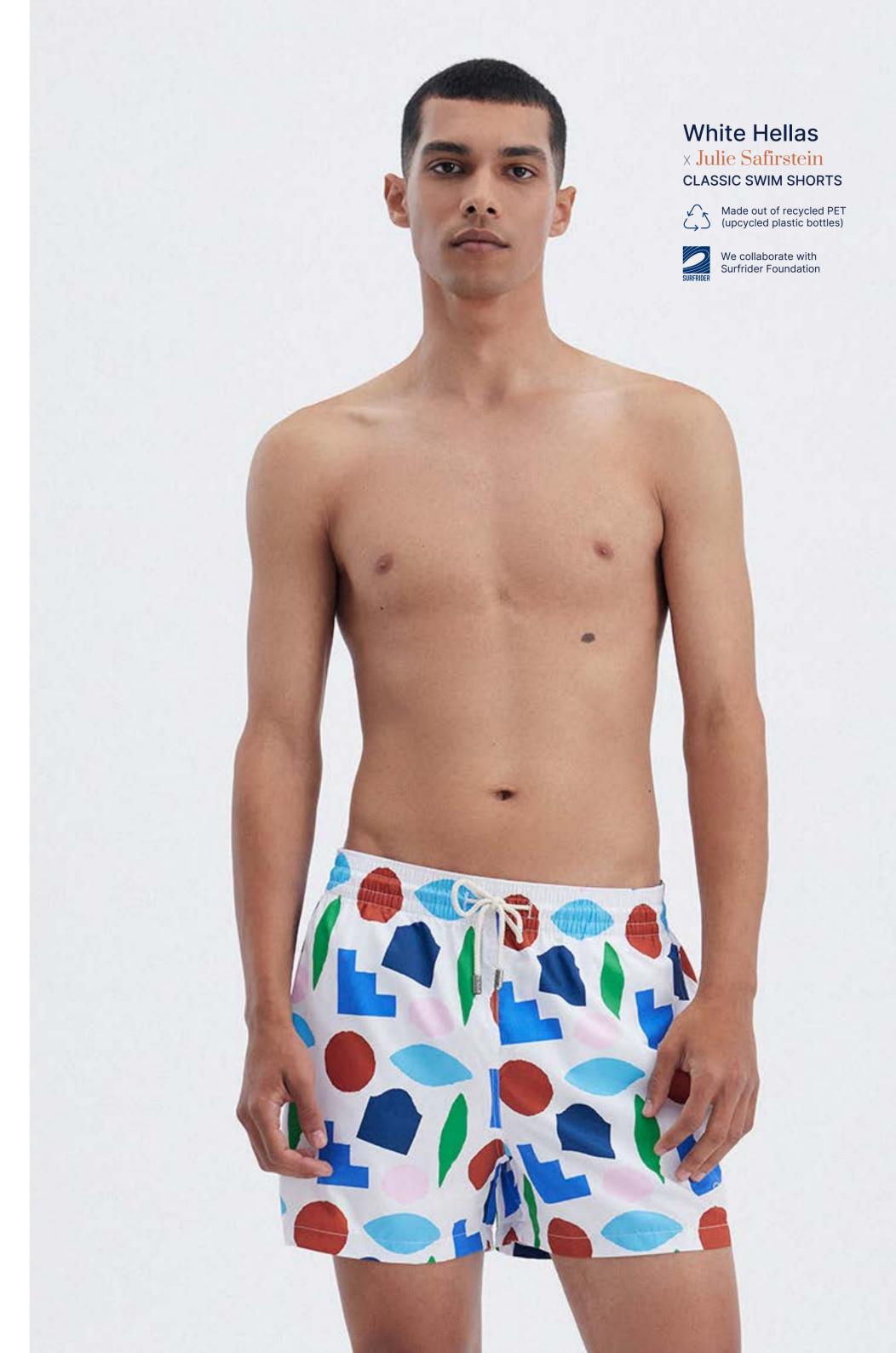
















































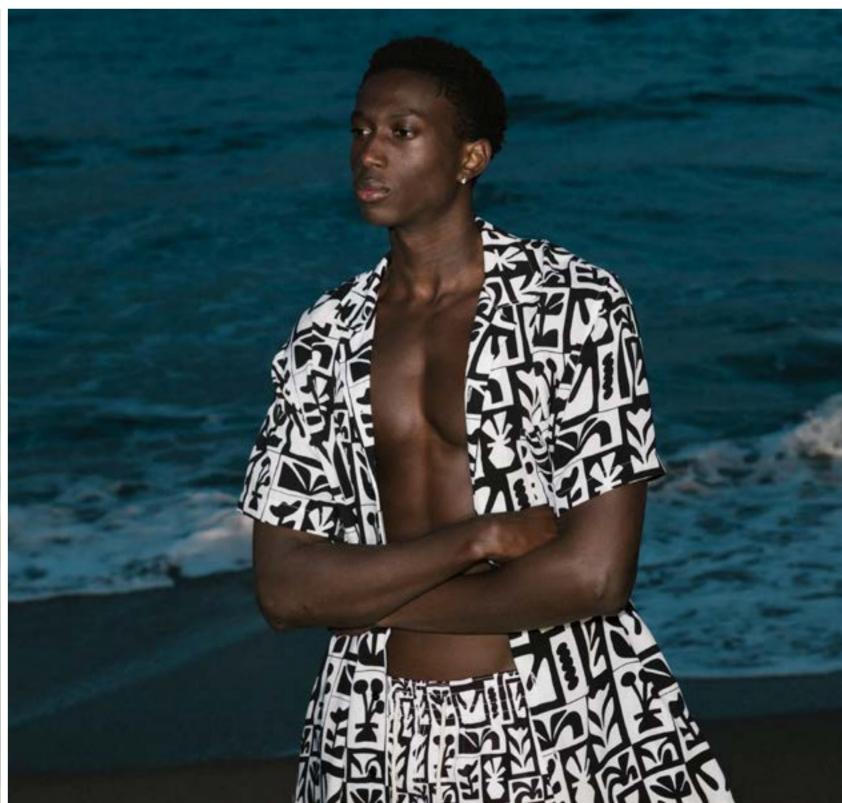




















CARTIST NIC

Blue Joie de Vivre

ICONIC CAMP COLLAR







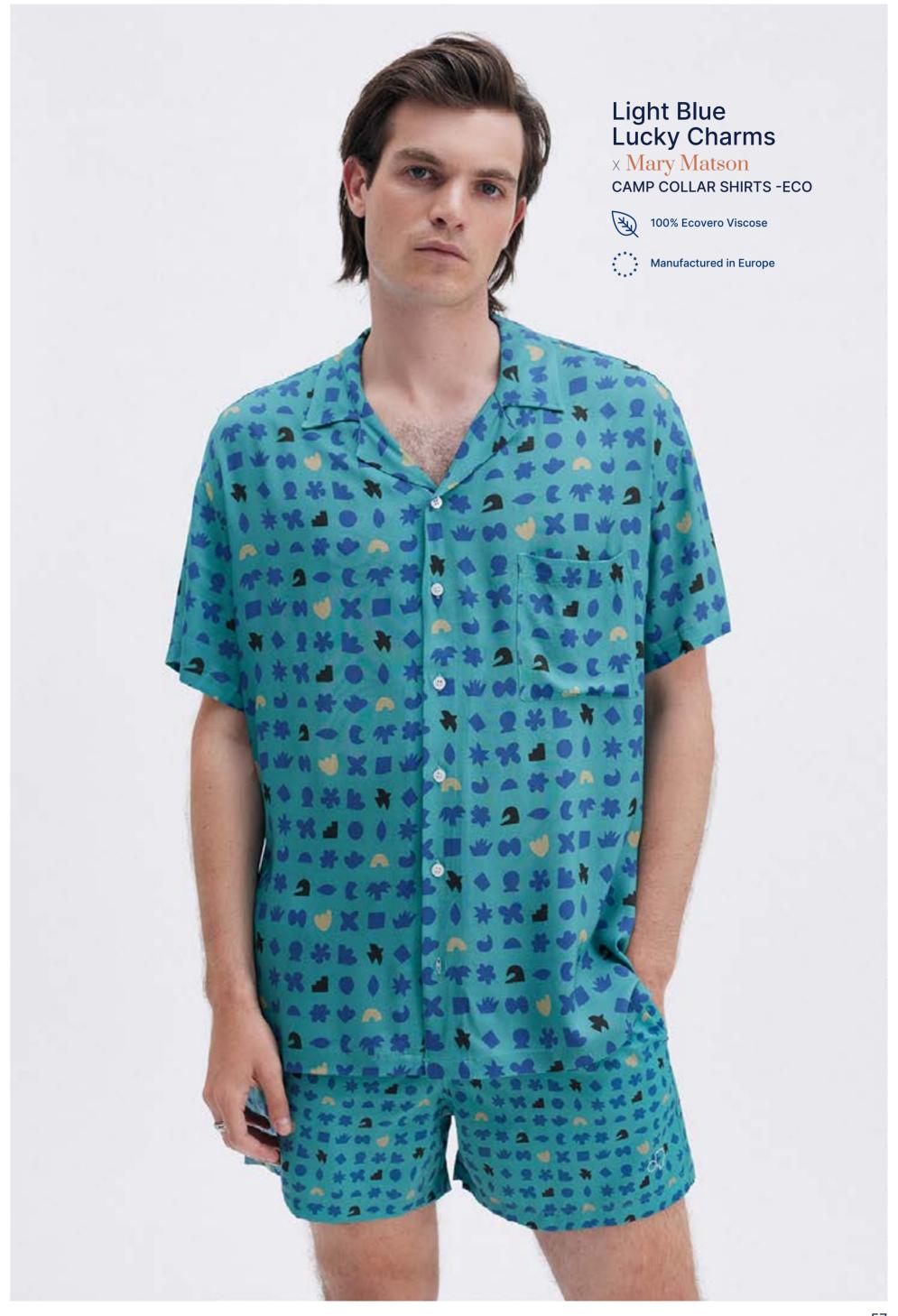




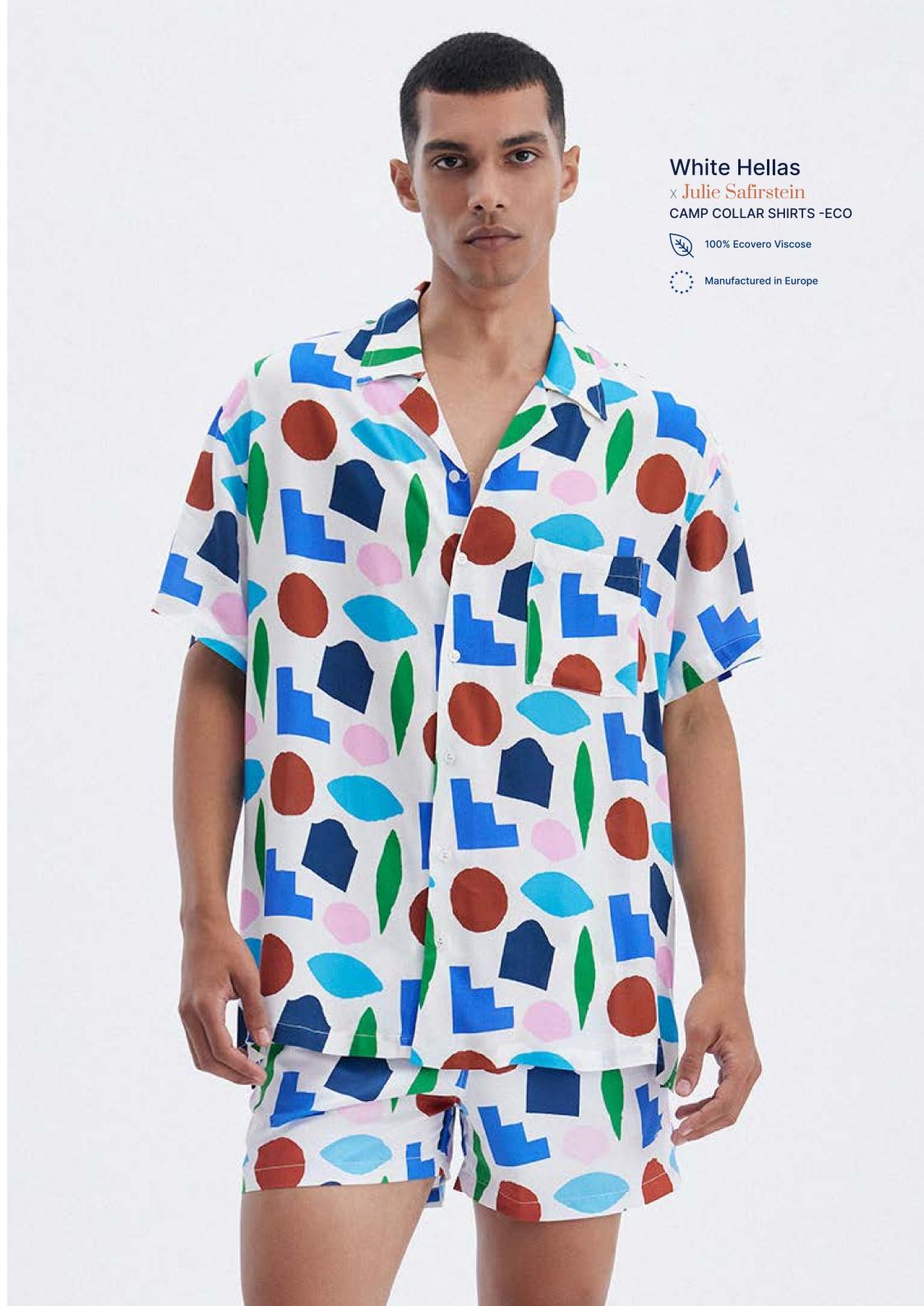




























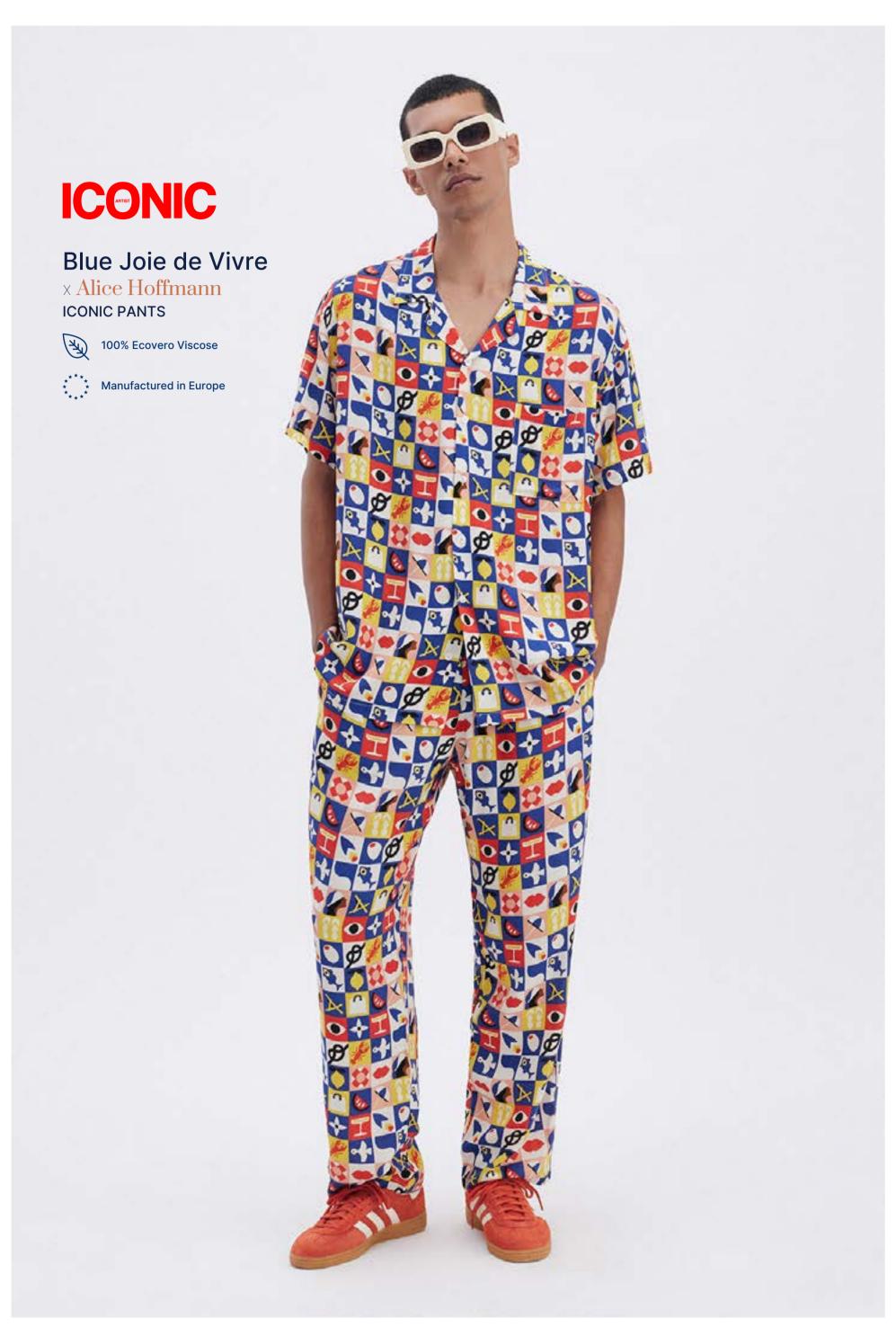


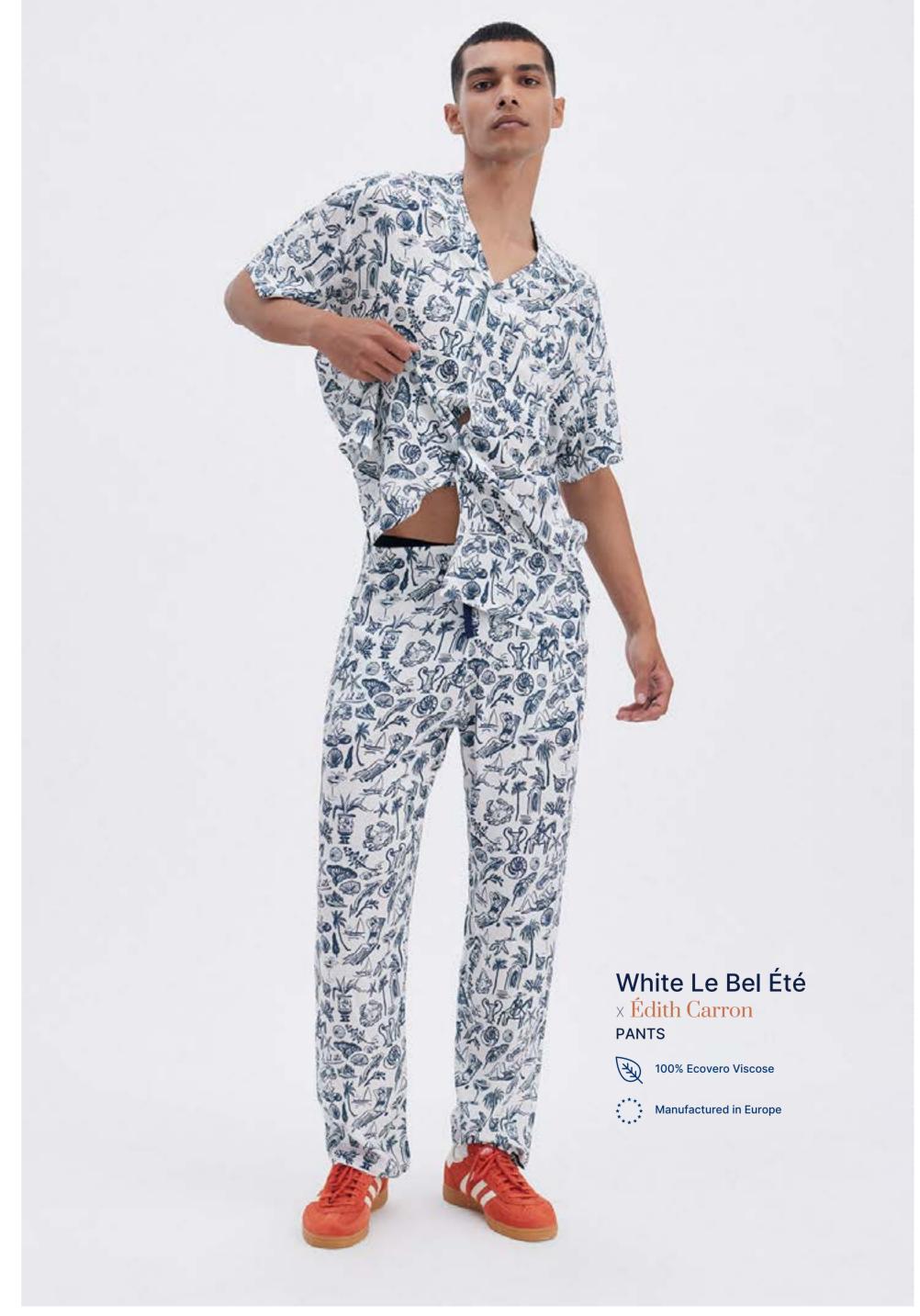












CONC

Green Leone

× Uberta Zambeletti
ICONIC PANTS



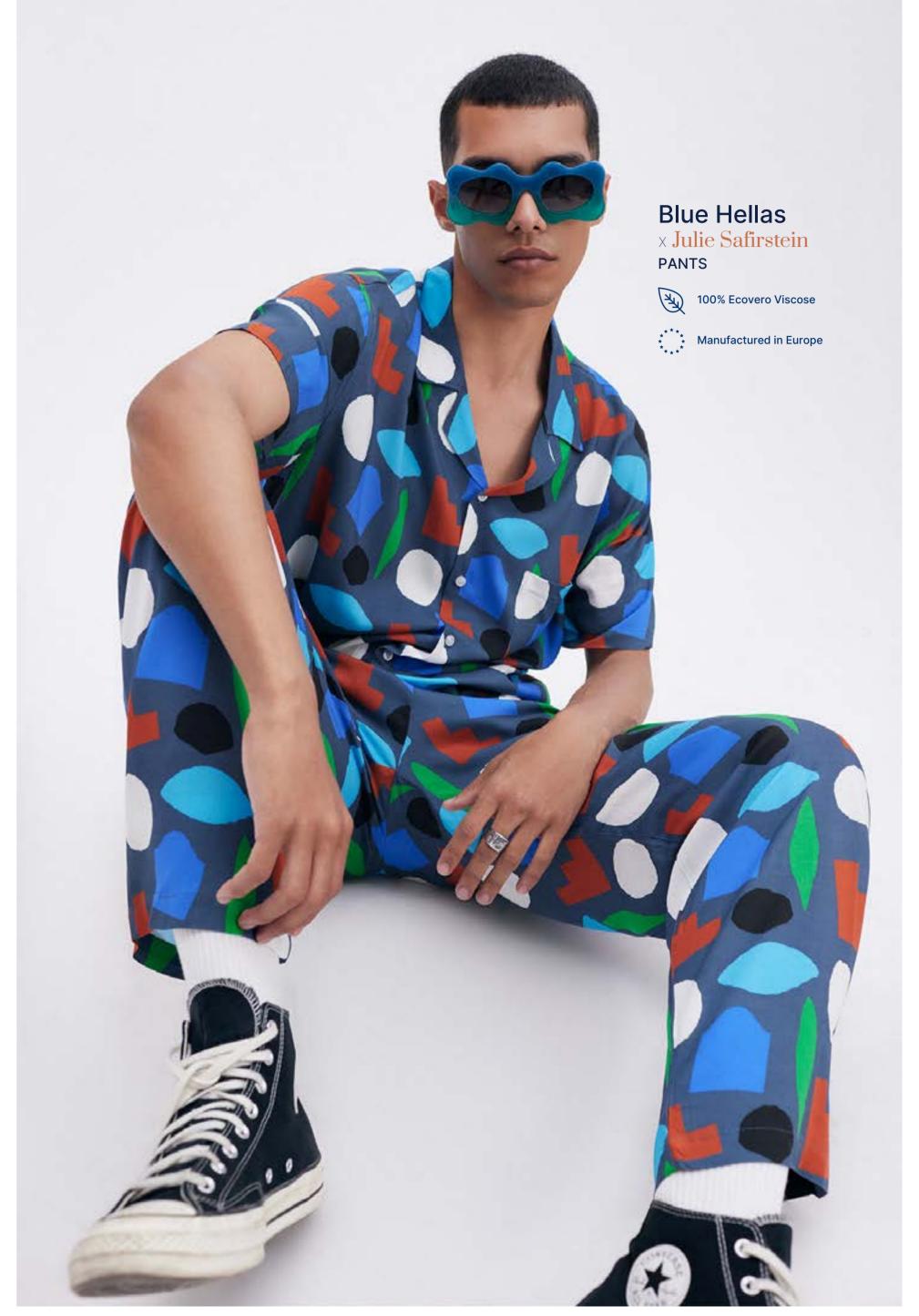
100% Ecovero Viscose











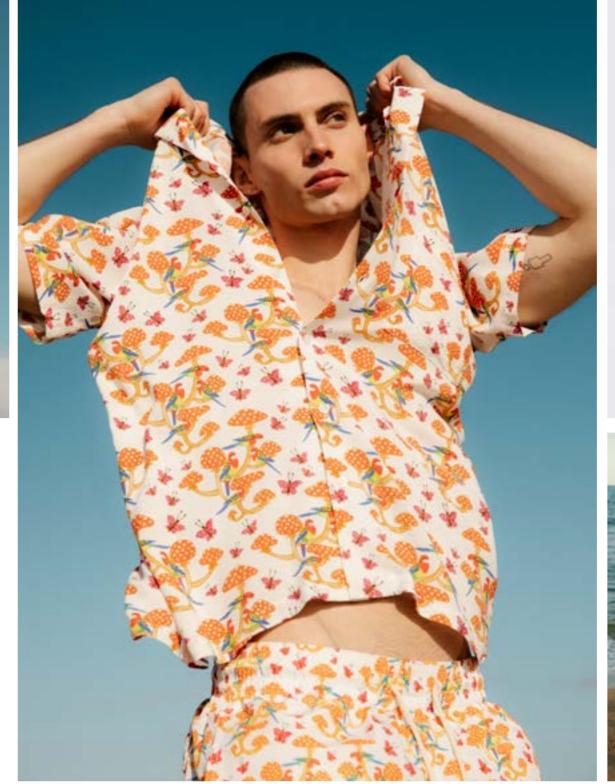










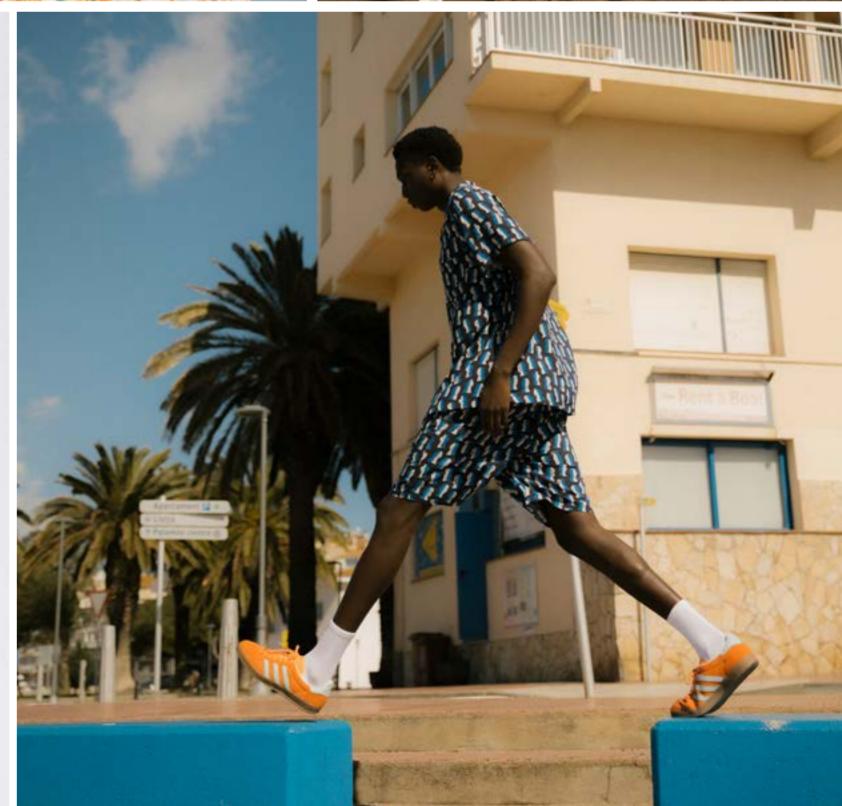














White Joie de Vivre

x Alice Hoffmann

T-SHIRTS



100% Organic Cotton













Blue Le Bel Été x Édith Carron T-SHIRTS



100% Organic Cotton





Beige La Plage × Matías Larraín

T-SHIRTS

100% Organic Cotton









Blue Hellas

x Julie Safirstein
T-SHIRTS







Blue Caribbean × Caribbean Club T-SHIRTS

100% Organic Cotton







Coral T-SHIRTS



Yellow T-SHIRTS









White Joie de Vivre

x Alice Hoffmann

ICONIC HOODIES

60% Organic Cotton

***** Manufactured in Europe

40% Recycled Polyester







Blue Le Bel Été

x Édith Carron

HOODIES



60% Organic Cotton













Blue Hellas x Julie Safirstein

HOODIES

60% Organic Cotton

40% Recycled Polyester







Blue Caribbean × Caribbean Club HOODIES



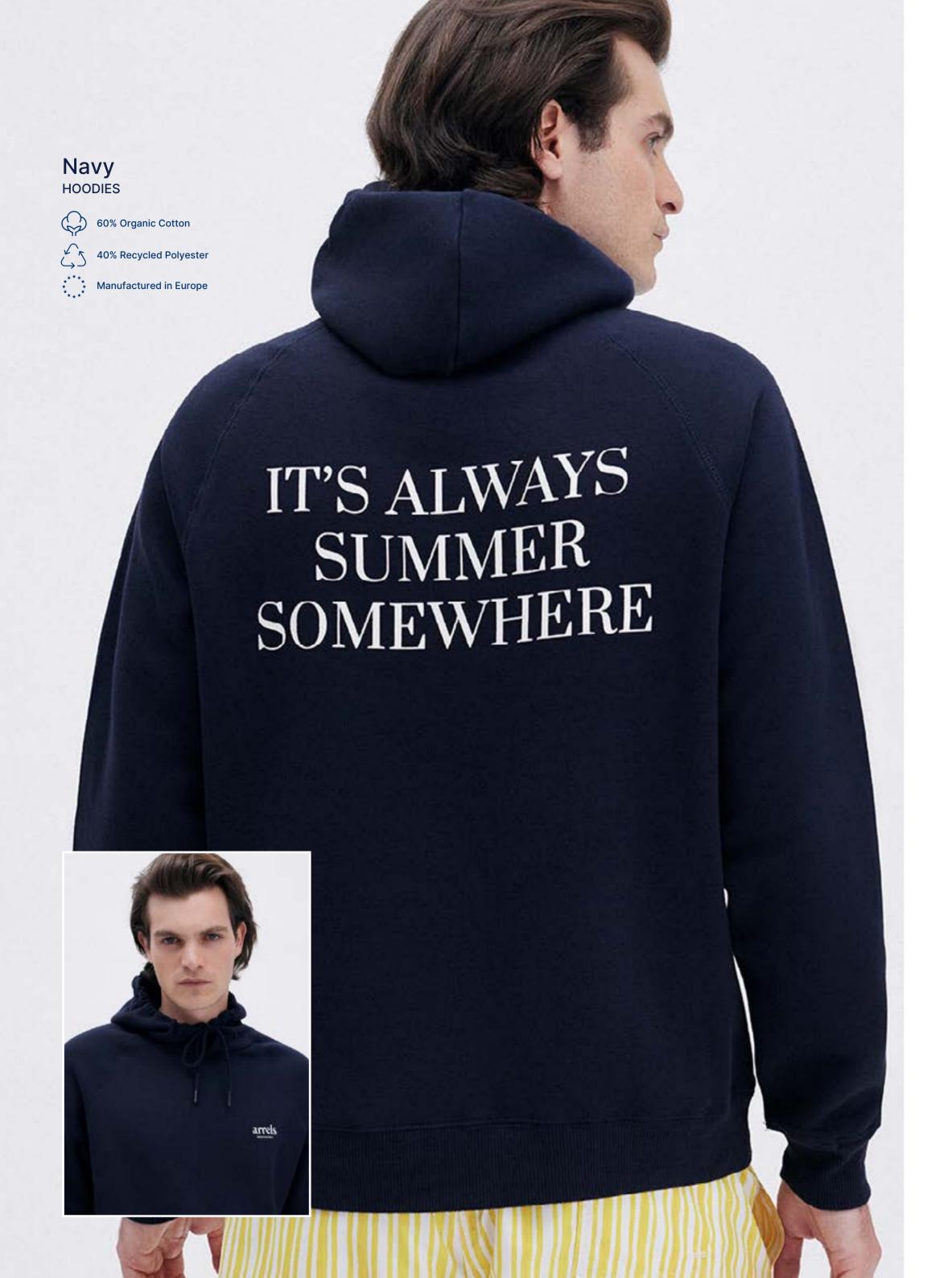
60% Organic Cotton



40% Recycled Polyester



***** Manufactured in Europe





Off White



60% Organic Cotton



40% Recycled Polyester









Red SWEATSHIRTS



60% Organic Cotton



40% Recycled Polyester

Manufactured in Europe







White Hellas

x Julie Safirstein

BEACH TOWELS

100% Cotton

Arrels Barcelona like the idea that nothing is lost, everything is transformed. We use stock from the ends of rolls of fabric from the swimwears production.



White Le Bel Été

× Édith Carron

BEACH TOWELS



White Lucky Charms

× Mary Matson

BEACH TOWELS



White Hellas

X Julie Safirstein
BEACH TOWELS



Blue Trazos

X Álvaro Picardo

BEACH TOWELS



Yellow Molinos

X Álvaro Picardo

BEACH TOWELS



Blue Joie de Vivre

× Alice Hoffmann

BEACH TOWELS







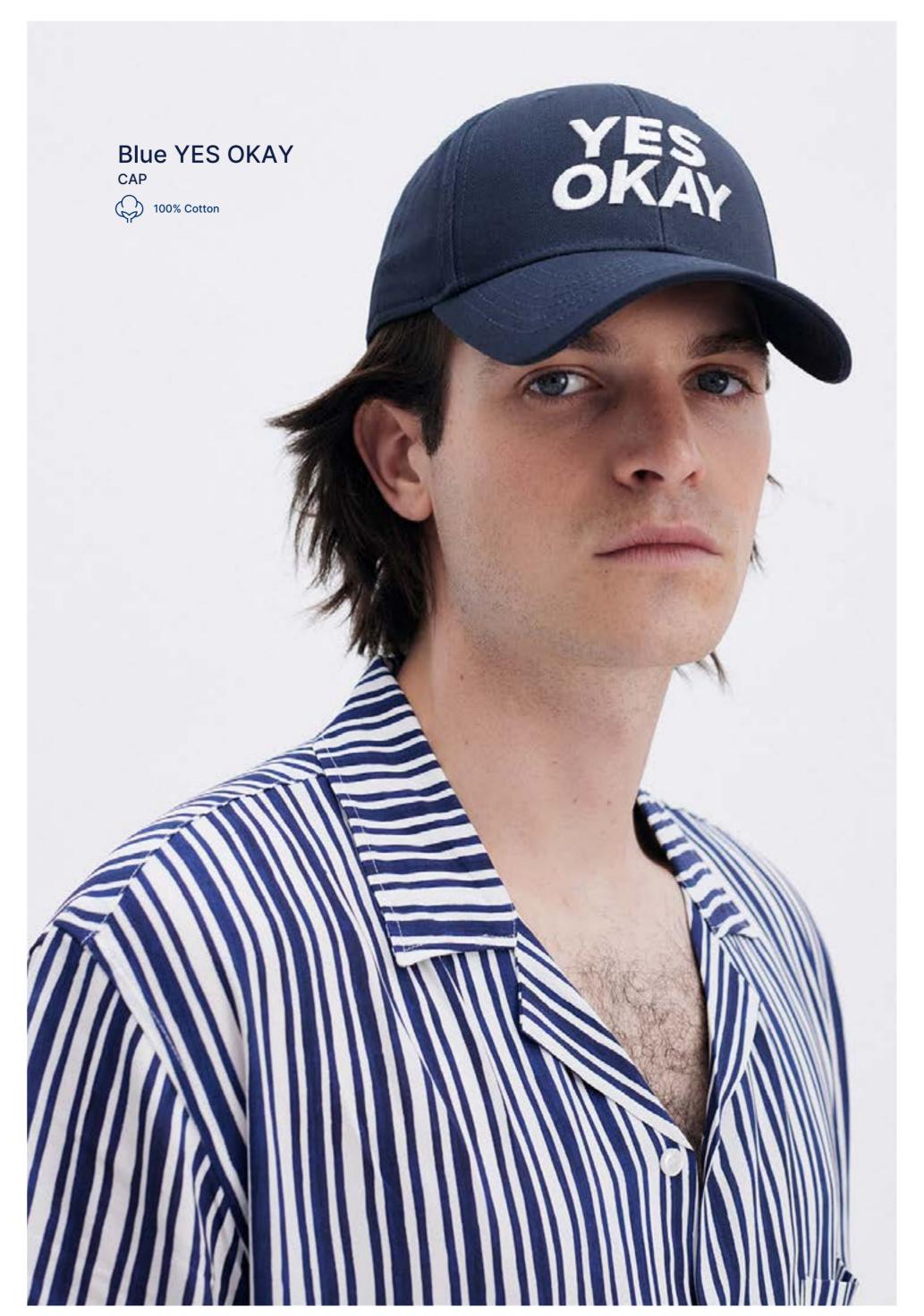
Navy YES OKAY



Red YES OKAY



Off White YES OKAY





Beige Altinha



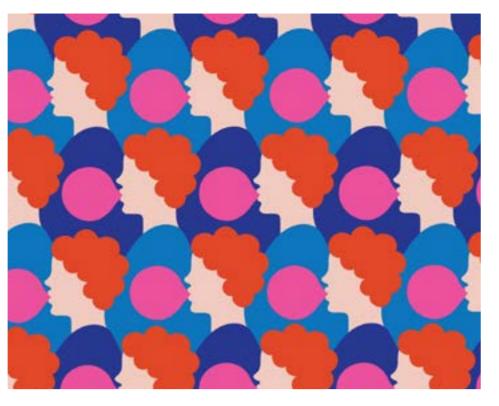








x Malika Favre



Pink Bubblegum

x Olimpia Zagnoli













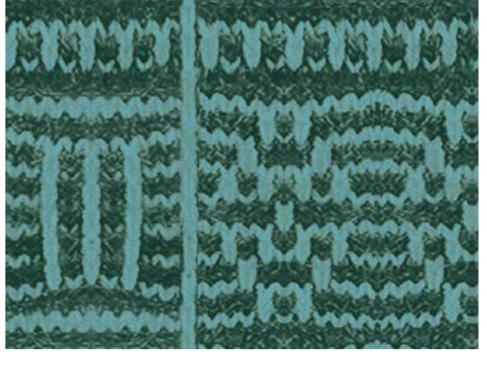
Terracotta Leone x Uberta Zambeletti











Green Leone

x Uberta Zambeletti











Shorts



Blue Joie de Vivre X Alice Hoffmann Blue Eyes

























White Le Bel Été







T-shirts

x Édith Carron



Shorts

Red Le Bel Été

Classic Swim

x Édith Carron













Shirts -ECO











Blue Le Bel Été x Édith Carron



















Blue La Plage x Matías Larraín







White Lucky Charms × Mary Matson

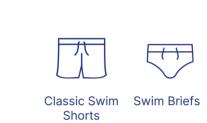












Blue Hellas







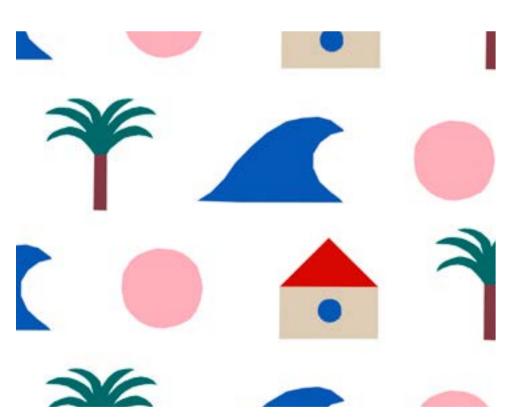
x Julie Safirstein











Beige La Plage x Matías Larraín





Light Blue Lucky Charms

x Mary Matson



Shorts



Classic Swim Camp Collar Shirts -ECO



White Hellas x Julie Safirstein



Classic Swim

Shorts



Camp Collar

Shirts -ECO





T-shirts



Beach Towels

Shorts





Black Mexican Birds x Marion Deuchars

123





Classic Swim Camp Collar Shorts Shirts -ECO

Pants

Classic Swim

Shorts



Beige Mexican Birds

x Marion Deuchars



Shorts



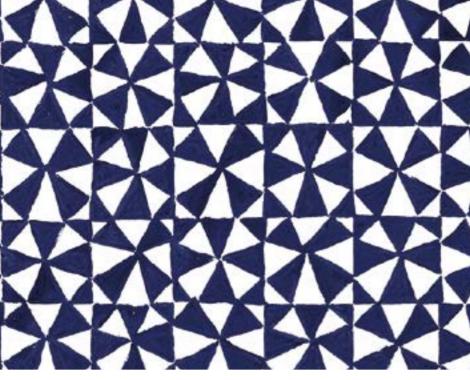
Shirts -ECO





Shorts





Blue Molinos

x Álvaro Picardo



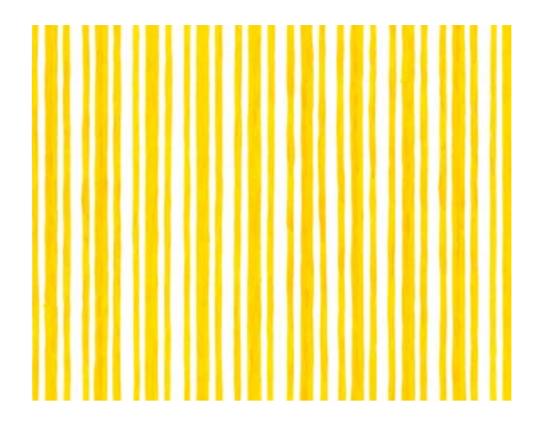


Shirts -ECO





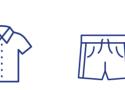




Yellow Trazos

Camp Collar Shirts -ECO

Classic Swim Shorts





x Álvaro Picardo

Blue Caribbean

Classic Swim Shorts



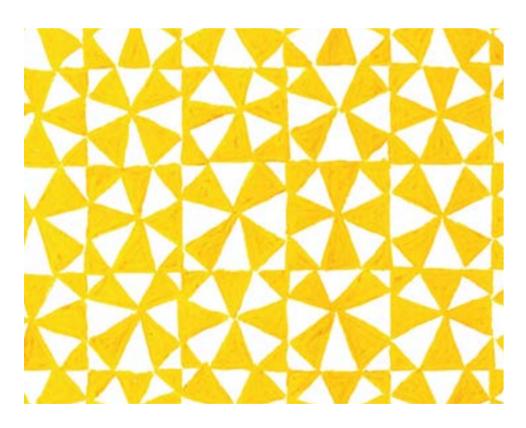








Hoodies



Yellow Molinos

x Álvaro Picardo



Classic Swim

Shorts



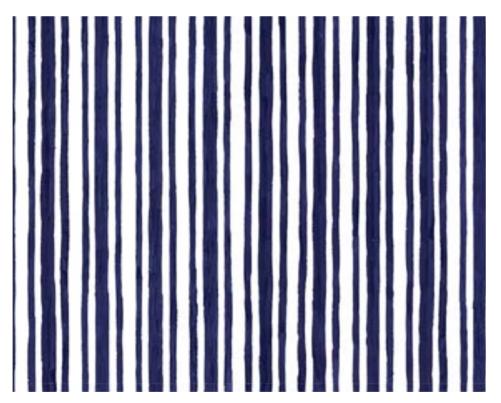






Beach Towels





Blue Trazos

x Álvaro Picardo











arrels

BARCELONA

SUMMERIZE THE WORLD TOGETHER